

Outreach: What's the Network For?

by Lisa Jacob, Acting Associate Director

The primary outreach goal of the National Network of Libraries of Medicine Greater Midwest Region is to connect the more than half a million health professionals in the 563,655 square miles of our ten state region to health information through the resources and services of the National Library of Medicine and the network members. In an attempt to meet that goal, GMR staff have recently taught Grateful Med® to health professionals in Hayward, WI, near the shores of Lake Superior; provided hands-on instruction to National Institute of Occupational Safety and Health employees in Cincinnati, OH; and talked to thousands of health professionals from around the country and the world at national professional meetings about how to access NLM and NN/LM resources and services.

GMR staff can never reach this goal alone from an office in Chicago. Many network members reach out to unaffiliated health professionals in a number of ways, including open-door service policies, Loansome Doc™ services to unaffiliated health professionals, and involvement in NN/LM GMR outreach projects and exhibits. If you have thought about becoming involved in a regional outreach project, but did not know where to begin, this issue will more clearly define some outreach goals, as well as provide ideas and opportunities for how to meet those goals.

Seana Hasson provides the NLM definition of outreach and a few other useful terms, since everyone from bankers to politicians seems to be reaching out these days. Linda Walton describes steps to a successful outreach project.

For ideas on how regional outreach has been conducted

in the past and will be conducted in the future, reports on recently completed outreach subcontracts are included, as well as information about recently awarded outreach, Internet, and technology awareness subcontracts.

The new contract provided for one Outreach Library per state. What is an Outreach Library? A table in this issue details the outreach services and staff of these libraries.

Where does each network member fit in the outreach mission? Where can you set your outreach goal and what network resources are there for you if you do reach out? Admittedly, Robert Browning was not thinking of the NN/LM when he said "but a man's reach should exceed his grasp, or what's a heaven for," but the GMR would like to adapt this line to read, "but a librarian's reach should exceed his or her grasp, or what's the network for?" ♦

Please join us in welcoming Jean Sayre to the GMR office as the new associate director.

For more information on Jean, see the article on page two.

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312/996-2464
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Grateful Med Meets Managed Care

by Vicki Glasgow, Bio-Medical Library, University of Minnesota, Minneapolis

excerpted and adapted from *Gratefully Yours*, July/August 1996

The first Grateful Med Outreach Project to target managed care companies was conducted from May 1995 to June 1996 by the Bio-Medical Library of the University of Minnesota. Twelve companies representing various sectors of the managed care industry in Minnesota participated in the project.

[Librarians] Vicki Glasgow and Dawn Shao of the Bio-Medical Library staff obtained and installed copies of Grateful Med, and provided training, technical support, and subsidized document delivery through Loansome Doc. A total of 70 individuals at 12 organizations participated in the project. Most of the active users of Grateful Med and Loansome Doc were nurses and pharmacists. A number of other professions were represented, including dental

assistants, medical secretaries, knowledge engineers, administrative assistants, and systems staff.

Focus groups were used as a qualitative research method to evaluate the project and the impact of Grateful Med and Loansome Doc on participants' access to and use of information. Project participants were asked what they found useful about Grateful Med and the outreach project. Aspects they liked were: hands-on training sessions; readily-available telephone assistance from the Bio-Medical Library staff; ease of ordering articles through Loansome Doc; and access to comprehensive collections of health sciences journals.

Participants also had suggestions for changes in Grateful Med and the outreach project. They wanted: more advanced training to

build upon basic skills; instant notification of article availability through Loansome Doc; ability to display and download full articles; and a Windows-based version of Grateful Med.

[Though] none of the participating organizations had used Loansome Doc ... prior to the outreach project, between May 1995 and April 1996 Loansome Doc requests increased from 0 to 178 articles per month.

The project was a success for both the managed care organizations and the University of Minnesota Bio-Medical Library. Minnesota nurses, pharmacists, and others felt that being able to do their own searches immediately ... was a big advantage over previously limited options for retrieving health sciences information. ♦

Associate Director Appointed

by Elaine Martin, Director

Starting January 6, 1997, Jean Sayre will be the associate director of the NN/LM GMR. Before joining us, Jean was the director and chief medical librarian at the Oliver Ocasek Regional Medical Information Center, Northeastern Ohio Universities College of Medicine (NEOUCOM), Rootstown, Ohio. Jean comes to the network office with extensive outreach experience, including serving as an Area Health Education Center librarian; as the Georgia Interactive Network for Medical Information (GaIN) project coordinator; and most recently, as the consortium coordinator for the fourteen associated hospital libraries of NEOUCOM. She also has experience with resource sharing issues, having served as a member of the OhioLINK Library Directors' Council and as its chair in 1995. We welcome this active network member to the GMR office. ♦

CORRECTION

Three issues of 3 Sources were incorrectly identified. The following sequence is correct for 1996:

February 1996, Volume 14, Number 1

April 1996, Volume 14, Number 2

June 1996, Volume 14, Number 3

August 1996, Volume 14, Number 4

October 1996, Volume 14, Number 5

December 1996, Volume 14, Number 6

We apologize for any confusion or inconvenience this may have caused.

The Chicago AIDS Outreach Project (CAOP)

by Javier Crespo, UIC Library of the Health Sciences

In September 1995, the National Library of Medicine (NLM) awarded a grant to the University of Illinois at Chicago (UIC) Midwest AIDS Training and Education Center (MATEC), the UIC Library of the Health Sciences (LHS), and the GMR to initiate the Chicago AIDS Outreach Project (CAOP). The CAOP provides access to AIDS/HIV information directly to community agencies in Chicago, primarily through Grateful Med.

LHS librarians Javier Crespo and Charniel McDaniels, who is also the resource librarian at MATEC, serve as coordinators for the project and share the responsibilities of training, preparing documentation, and making periodic site visits to the six participating agencies. These agencies were selected based on location, access to a large clinical or case management population, and diversity of the population served. Through the grant, each site received a computer workstation and printer.

After installing the Grateful Med software, project coordinators taught clinic staff members how to use Grateful Med to search the biomedical databases, including the free AIDS-related databases (AIDSDRUGS®, AIDSTRIALS®, and AIDSLINE®). Clinic staff in each site then train agency clients, walk-ins, and staff from other agencies.

In addition to the on-site training, coordinators prepared and distributed basic instructions and training manuals for accessing the AIDS-related databases to each site. Because three sites serve a large number of Spanish-speaking clients, documentation was also translated into Spanish, including special instructions on accessing AIDSLINE references in the Spanish language.

To complement the Grateful Med training, all participants were invited to attend one of two training sessions held at LHS. While most of the agencies already used the Internet, attendees appreciated the hands-on class time.

The six agencies participating in the project are:

- Test Positive Aware Network, the Midwest's largest non-profit resource and support network for HIV individuals;
- Howard Brown Health Center, a clinic providing services to over 800 clients a month;
- CALOR, a community-based, consumer-centered organization providing HIV/AIDS services;
- Hands of Life Against AIDS (HOLAA), a program which provides community education, educational street outreach, counseling, and peer education;
- Gerber/Hart Gay and Lesbian Library and archives, a full-service library open to the public;
- the Rudy Lozano Library, a branch of the Chicago Public Library that serves the most densely populated community in the city.

They report using Grateful Med and the Internet for researching cases for their clinical practice, designing educational materials for programs broadcast over a local cable network, and gathering resources for their

own research.

Due to the success of the project, funding was extended for an additional eighteen months. Five new sites in Chicago will receive equipment and training. ♦

Your State Contact Librarian

by Lisa Jacob, Acting Associate Director

To eliminate some confusion or to introduce more, state outreach librarians are now called state contact librarians, not to be confused with GMR's one and only outreach coordinator, Seana Hasson. Your state contact librarian is there to help with DOCLINE®/SER-HOLD® dilemmas; to train you on Grateful Med in all its various forms; to provide you with training materials upon request; to arrange for the loan of GMR exhibits or equipment for demonstrations; to paint your house or wash your car ... no, but do think creatively about what your state contact librarian can do for you and ask. The assignment of

states is based on several factors, including the number of network members and the number of calls from each state.

With GMR professional staff in place, there are some changes in the state contact librarians:

Chris Shaffer
Illinois

Lisa Jacob
Indiana, Michigan

Cara Wilhelm
Kentucky, Ohio

Seana Hasson
Iowa, Minnesota, North Dakota,
South Dakota, Wisconsin

OUTREACH Mini-Glossary

by Seana Hasson, Outreach Coordinator

Outreach:

The process whereby a library service discovers the true nature of the community it serves and becomes fully involved in supporting community activities, whether or not centered on library premises.*

National Library of Medicine Outreach:

The National Library of Medicine has a broad mandate to collect and organize the literature of the health sciences and to provide information services based on this literature to all American health professionals. In 1987, the Congress encouraged the Library to “develop an outreach program aimed at [the] transfer of the latest scientific findings to all health professionals.” An advisory panel on outreach was established by the NLM Board of Regents in 1988. The advisors recommended that NLM rebuild its partnership with the U.S. medical library network, redirect its grants program to emphasize outreach, and investigate how best to serve the information needs of all U.S. health professionals.**

National Network of Libraries of Medicine Role:

By 1991, the NLM had made important structural changes in the network, including changing its designation from Regional Medical Library Network to National Network of Libraries of Medicine. The new contracts placed great emphasis on the need for expanded outreach activities, focusing on underserved areas in each region. NN/LM Outreach Coordinators began to travel around the regions demonstrating Grateful Med and training unaffiliated health professionals in online searching.**

Outreach Subcontracts:

Another program, developed entirely with new outreach funds, provides for small competitive contracts to NN/LM network libraries to identify “unaffiliated” health professionals in underserved and inner-city areas and to encourage them to gain access to information through electronic sources such as Grateful Med.** Three \$25,000 subcontracts will be awarded by the GMR each year of the five-year contract. Two subcontracts each year will be reserved for Outreach Libraries. The third award each year will be open to all other NN/LM GMR members that are both DOCLINE participants and Loansome Doc providers.***

The GMR also awards subcontracts for exhibiting at state and local health professional meetings, for Internet training, and for Technology Awareness conferences.

See <http://www.nlm.nih.gov/gmr/sub/> for more information.

Outreach Library:

One Resource Library per state will serve as an Outreach Library for the Region. These ten libraries will provide services in addition to those of Resource Libraries to healthcare professionals, including access to their collections, online databases, and reference services. The Outreach Libraries will work closely with the GMR office to develop specific outreach plans that target defined and identified groups of unaffiliated healthcare professionals in their states. ****

Unaffiliated:

Lacking attending privileges at a hospital which has a medical library, or not on the faculty (full-time, part-time, adjunct or clinical) of a professional school.*****

Underserved:

Areas in each region which demonstrate a lack of access to medical library services. May be rural or urban.

*Harrod's Librarian's Glossary

**excerpted from NLM Fact Sheet: “Outreach Programs”

***<http://www.nlm.nih.gov/gmr/sub/outrfq.html>

****<http://www.nlm.nih.gov/gmr/summary/levels.html>

*****NLM Outreach Reporting Form

OUTREACH: Just Do It

by Linda Walton

Five basic components define a successful outreach plan: leadership; problem identification; strategic planning and proposal submission; implementation and evaluation; and data sharing.
To manage change requires vision, skills, incentives, resources, and an action plan.
Without all of these elements your project may result in confusion, anxiety, frustration, false starts, or at best gradual change.

Leadership

Keeping outreach initiatives alive requires leaders who coordinate the various aspects of a new project; convene groups of interested parties; provide consensus to help these groups make decisions about approach and focus; and communicate to those who can assist with program implementation.

Leaders should gain the support of employing institutions before embarking on a new project. This support may include funding or permission to apply for funding; release time for planning and implementing a program; or the facilities needed to complete the project.

To be successful, collaborate with other agencies or groups, such as: NN/LM, Area Health Education Centers (AHECs), health sciences library associations, academic departments with a healthcare focus, healthcare associations in areas such as primary care, departments of health, and others. Collaborating and partnering with other groups provides more opportunities for: resource sharing; more expertise in a variety of areas; broader audience appeal; and new sources of revenue.

Problem Identification

For health sciences librarians, problem identification includes the analysis of why health professionals do not access information; the identification of specific groups that experience a disproportionate lack of access to information; and a clear account of the economic burden of providing this service.

In order to avoid wasting time and resources on an extensive data collection effort, be sure to search out what is already known about your community in terms of information access, needs, and resources. There are national, regional and local resources to assist you with research. National health data sources provide a general idea of the extent and patterns of healthcare and allow a comparison of the community's health with the nation as a whole.

State agencies often collect invaluable data on communities which may or may not be published. Contact state offices of rural health, departments of licensure and certification, departments of public health, and various other departments to find useful data and potential partners for your project.

It is also important to collect information on technology nationally, statewide, and locally. How will the national information infrastructure affect your state and community? How will the telecommunications legislation affect your hospital's ability to acquire new technology? Does your state plan to lay fiber optic or contract with a provider for Internet services for all citizens? Who are the Internet providers in your targeted community? The state library, state telecommunications department, your institution's management information systems department, and the Internet are all excellent resources for technology.

Once a target audience has been identified, consider various ways of assessing the information needs of the group. The most common forms of assessment include focus groups, personal surveys, telephone surveys, and written surveys. This process will help in the creation of appropriate programs. These programs may include training sessions, conferences, exhibits, demonstrations, and direct information access services—bibliographic searching and article retrieval, electronic reference, circuit librarianship, current contents, or consultation.

Strategic Planning

Now that partnerships have been formed, data have been gathered, and the community has been assessed, it is time to define the problem and develop the goals and objectives that will guide the project. To be effective the strategic plan must also include a time-line, staff, and budget.

(continued on page 6)

OUTREACH: Just Do It

(continued from page 5)

The goals are written as broad, general statements of the long-term changes expected at the projects completion. For example, one goal might be the delivery of information access to the desktops of all healthcare professionals in six underserved counties.

The objectives that go along with the goal must be specific, time-limited, and measurable. Some objectives are outcome related: three employees from six clinics will be able to access biomedical information using the Web during the first six months of the project. Other objectives are process related: the outreach librarian will teach 10 Internet classes to participants during the first six months of the project.

The specific activities designed to meet program objectives fall into three broad categories: legislation/enforcement (lobbying, so that a librarian is part of an accreditation team); education/ behavior change (training classes); and engineering/technology (the installation of equipment or communications lines).

A written plan helps guide a cooperative effort. It should reflect the information gathered about the community, its members, and their needs. A written plan holds the program accountable and ensures that steps are not taken randomly. It also provides a basis for evaluation and modification of program efforts. In planning, be creative about ways to piggy-back on existing programs. This can save money, ensure access to an audience, and get things moving quickly.

Submit the plan to potential funders. In some cases, this may be your own institution. In other cases, the funding may

come from collaborating partners or outside granting institutions including public agencies or non-profit foundations.

Implementation and Evaluation

Once funding is secured, the implementation and evaluation phase begins. The staff must be organized, time lines need to be developed or revised, materials must be ordered, and a press release should be issued or an article placed in appropriate newsletters. If you have received funds through a grant or subcontract, be sure to submit reports and other deliverables. Reports keep the agency informed of the project's progress and keep goals on target.

The measure of a program's success is its ability to expand and improve over time. Programs that use their ongoing evaluation data to refine operations and respond creatively to new opportunities for implementation tend to have the greatest impact. When evaluation is done properly and consistently, it can determine whether and how a program is effective. Evaluation should imply assessment, not judgement.

Data Sharing

Document the project's outcomes and publish the results as soon as possible. Outcomes can be identified through pre- and post-tests, evaluation studies, and follow-up. Be sure to carefully document all the steps of your project from planning to implementation. Consider publishing information about your project in the literature of the target groups so that non-librarians will learn of your work.

Consortia on the Web

What would you like to see your consortia do on the Web? To encourage networking in the region, the GMR would like to help health science library consortia store, create, and enhance their Web pages. If your consortium doesn't have Web server space, the GMR will host a consortium minipage for you. These minipages will migrate to other servers in the future, but they should help you get started.

For those consortia that already have access to a Web server, we would like to help you create and enlarge your site. Perhaps you'd like to share holdings information, or distribute your newsletter electronically? You could start an electronic archive, with copies of bylaws, minutes, directory information, and more. Maybe you have an idea we haven't thought of yet. Let us know.

For more information, please call your state contact librarian at 800/338-7657, or email gmr-info@uic.edu.

OUTREACH Resources

by Seana Hasson, Outreach Coordinator and Chris Shaffer, Internet Coordinator

If your library or institution is considering outreach but wants some background information, or if you are already conducting outreach and want to see what some of your colleagues are up to, here are some resources to consult:

MLA Special Interest Group: Outreach

According to Tulane University's Maggie Zeller, co-chair of the 1996 MLA Outreach Special Interest Group (SIG), the Outreach SIG is an informal group of MLA members who include outreach activities as part of their job descriptions. The group meets annually during MLA and conducts small group discussions on topics of interest. In the past, discussions have included fee-based services, mediated searching vs. end-user training, marketing techniques, and consumer health issues. The SIG includes representatives from NN/LM offices, hospital librarians, and academic librarians, and the meeting is an excellent way to identify others working in outreach and to discover new ways of doing it. There are no dues (but therefore, no refreshments).

The coordinator for the 1997 meeting is Regina Lee, University of North Texas Health Science Center Library. Contact her at rllee@hsc.unt.edu for more information about the Outreach SIG.

Outreach Listserv - OUTLIB-L

OUTLIB-L is a discussion list for Outreach Librarians. It was originally established as a discussion forum for the Outreach Librarians Special Interest Group of MLA, but is open to any librarian or information professional interested in outreach services and all its rewards and challenges.

To subscribe to OUTLIB-L:

Send e-mail to: listserv@lsv.uky.edu

Leave subject blank.

In body of message, type: **subscribe outlib-l yourfirstname yourlastname**

You will receive a message back from the listserv verifying that your command to subscribe was received. You must reply to this message within 48 hours to verify your subscription. (Explicit instructions are detailed in the verification message.)

Web Resources

NLM Outreach Overview
<http://sis.nlm.nih.gov/nlmout.htm>

University of Wisconsin - Madison,
Outreach and Continuing Education
<http://www.wisc.edu/news/pubserv/ward6.html>

UAMS (Arkansas) Library Outreach Services
<http://www.library.uams.edu/services/outreach.htm>

Tompkins-McCaw Library AIDS Outreach
<http://views.vcu.edu/views/hiv/richtml.html>

Vanderbilt University HIV/AIDS Outreach Project
http://www.mc.vanderbilt.edu/adl/aids_project/

New York Academy of Medicine HIV/AIDS
Information Outreach Project
<http://www.aidsnyc.org/about.html>

Rural AIDS Outreach Project (NN/LM NER)
<http://www.nnlm.nlm.nih.gov/ner/nesl/9505/aids.html>

Iowa Biomedical Information Access Project (NN/LM GMR)
http://www.nnlm.nlm.nih.gov/gmr/projects/iowa_biomed/summary.html

Urban Health Clinics Information Access Project
(NN/LM GMR)
<http://www.nnlm.nlm.nih.gov/gmr/projects/urban/status.html>

University of Virginia/Danville Outreach Project
<http://www.med.virginia.edu/hs-library/general/danville.html>

Planning and Evaluating Information Outreach Among
Minority Communities (NN/LM PNR)
<http://www.nnlm.nlm.nih.gov/pnr/etc/eval96.html>

Important Dates...

<http://www.nlm.nih.gov/gmr/calendar>

January 15-17, 1997

Region V Primary
Health Care
conference
Chicago, IL

January 16, 1997

Oversight committee
meeting of the
Regional Advisory
Council
Chicago, IL

January 17, 1997

HealthWeb meeting
Chicago, IL

February 24-26, 1997

Fundamentals of
MEDLARS
Searching*
Chicago, IL

February 27, 1997

MEDLARS Refresher
and Review*
Chicago, IL

March 19-22, 1997

Annual conference of
the Health Sciences
OCLC Users Group
New Orleans, LA

April 9-11, 1997

Health Sciences
Libraries of
Minnesota/Wisconsin
Health Sciences
Libraries Association
(HSLM/WHSLA)
Joint Conference,
"Navigating Change-
Waves of the
Future." Contact: Kay

Cimpl Wagner,
608/791- 5406,
kay@lhl.gundluth.org.

April 15, 1997

Ohio Health Sciences
Library Association
spring meeting
Columbus, OH

April 25, 1997

Iowa Health Sciences
Librarians Association
spring meeting
Des Moines, IA
Contact: Roxanna
Tovrea, 515/288-1955

May 11-15, 1997

Aerospace Medical
Association exhibit
Chicago, IL

May 23-28, 1997

Medical Library
Association meeting
Seattle, WA

June 7-12, 1997

Special Library
Association meeting
Seattle, WA

September 27-30, 1997

Midwest Chapter,
Medical Library
Association
(MC/MLA) meeting
Des Moines, IA

** To inquire about the Online
Training Center classes, call
800/338-7657 and choose
2 from the menu.*

Subcontracts Awarded

by Lisa Jacob, Acting Associate Director

Thank you to those who submitted subcontract proposals and to all who have committed their time, monies, and staff to these projects. Several GMR subcontracts have been awarded, and in February, the GMR office will reissue requests for subcontracts for outreach, technology awareness, Internet training and exhibits. Have your proposals ready!

Recent awards:

Outreach Subcontract:

University of North Dakota
Harley E. French Library of the Health Sciences

Technology Awareness Subcontract:

University of Minnesota Bio-Medical Library

Internet Training Subcontracts:

Wayne State University Vera Shiffman Medical Library
Michigan State University
University of Iowa Hardin Library for the Health Sciences

For more information on subcontracts, visit

<http://www.nlm.nih.gov/gmr/sub/> or touch base with
your state contact librarian.

3 Sources

UIC

The University of Illinois
at Chicago

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Library of the Health Sciences
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